

BRAND VALUE MANAGEMENT

ABSTRACT

A combination of several analytical computer-assisted modeling techniques may be used to evaluate the value of a brand, the relative value of competitive brands and may identify the opportunities to increase brand value and the priority of those opportunities. Image/Attitudinal driver analysis, pyramid analysis, probability analysis, trade-off analysis, and other regression techniques may be used in novel combinations to quantify brand development, impacts and the overall estimate of brand value. For example: (1) image driver analysis may be applied to each level of a brand pyramid to understand how to most effectively move customers through to the next level in the pyramid; (2) probability analysis may be used to estimate the impact of each movement through the pyramid; and (3) tradeoff analysis may be used to improve the value customers perceive at any particular level of the pyramid.